

# New Jersey Coastal Coalition Press Kit

Updated Wednesday, May 9, 2018

For Information Contact - Shaun Smith | shaun@sparkable.com | 609-412-6248



The New Jersey Coastal Coalition is a 501c3 nonprofit organization, incorporated in New Jersey whose mission is to build more resilient communities at the Jersey shore by developing policies and practices that will anticipate future concerns and to create solutions to be shared by all participants.

Participating communities include Atlantic City, Avalon Borough, Brigantine Beach, Cape May City, Downe Township, Egg Harbor Township, Linwood, Longport Borough, Margate City, Ventnor City, Upper Township, Stone Harbor, Somers Point, Sea Isle City, Pleasantville, Ocean City, West Wildwood, Cape May Point and North Wildwood.

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[YouTube](https://www.youtube.com/channel/UCe87gUcUNvRPnO040kT2MXg) - youtube.com/channel/UCe87gUcUNvRPnO040kT2MXg

[Website](http://www.njcoastalcoalition.com/) - www.njcoastalcoalition.com/

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July 25, 2017

## **ATLANTIC-CAPE COASTAL COALITION, TWO COMMUNITIES TO CONDUCT PILOT PROJECT Avalon, Longport to use water sensors to track nuisance flooding during project**

(Avalon, NJ)—Two coastal communities have partnered with the non-profit Atlantic-Cape Coastal Coalition and the Stockton University Coastal Research Center on a pilot project that will generate real time, area-specific flood data to help develop enhanced resiliency efforts and to secure funding to achieve various resiliency goals. Officials from the Coalition and the participating communities of Avalon and Longport held a press conference in Avalon on July 25th to announce details of the pilot project.

“This is a first of its kind pilot project that involves a public and private partnership in order to provide empirical data to support historical evidence of coastal flooding in our communities”, said Avalon Mayor Martin Pagliughi who also serves Cape May County as its Director of Emergency Management. “This program will be extraordinarily helpful with providing the scientific evidence that will help Avalon, Longport, and all coastal communities will developing common-sense approaches to resiliency while also providing evidence that will help advance the argument that coastal resiliency is an investment that extends beyond municipal governments”.

Avalon and Longport are contributing to a contract with the Stockton University Coastal Research Center that will result in the installation of water level sensors that will collect real time flood data during nuisance flooding events and storm events. These sensors will be placed in critical areas in both Avalon and Longport with input from local emergency management offices track flooding and accumulate necessary data. The data will be processed and worked into a presentation suitable for municipal and public consumption so subsequent decisions on how to best manage these minor flooding events can be made.

“Flood mitigation is not a once a year issue, it’s an everyday issue for coastal communities in our region”, said Longport Mayor Nicholas Russo. “Longport supports this private-public partnership with the Coalition and we are confident the data collected will help our community with our short and long term resiliency efforts and goals”.

The study will be accomplished by establishing a series of digital water sensors at known sites of chronic tidal flooding and collecting flood and water depth information at known sites. The Center will tie-in existing data collection systems (USGS and NOAA bay tide gauges and the Atlantic City Steel Pier ocean coast gauge) to determine relationships between the open coast wave and tide dynamics to determine any relationship between water levels on the oceanfront and those appearing along the bay shore stations established.

The Atlantic-Cape Coastal Coalition is a 501 c 3 non-profit corporation that is dedicated to flood mitigation in New Jersey. “The Coalition is happy to partner with these two fine communities and the Coastal Research Center as we work together to make Jersey Shore communities more flood resilient”, said John Van Duyne, Chairman of the Atlantic-Cape Coastal Coalition. The Coalition has secured funding from the John C. Allen Charitable Trust that will finance half of this study; the communities of Avalon and Longport will provide matching funding.

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Avalon-Longport-2017-1: Longport Borough Mayor Nick Russo speaks about the benefits of the pilot project July 25, 2017 in Avalon.



Avalon-Longport-2017-2: Stewart Farrell, Director of Stockton College's Coastal Research Center, describes the technical aspect of the pilot project July 25, 2017 in Avalon.

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May 2, 2018

## **Coastal Coalition Announces Multi-City Flood Information System Initiative For Towns To Share Information And Reduce Homeowner Flood Insurance Premium**

LONGPORT – Today, the New Jersey Coastal Coalition announced an initiative to share flood awareness information and to help residents receive a reduction on their flood insurance premiums.

The Federal Emergency Management Agency has accepted the coalition’s application to establish a Multi-Jurisdictional Program for Public Information to be used in the Community Rating System for member municipalities. The coalition held a press conference Wednesday, May 2 at Borough Hall to announce the acceptance.

“The coalition has worked for more than five years to inform the public of flood awareness,” said Longport Mayor Nick Russo. “All of us work together in the coalition on the No. 1 obligation of government – public safety, especially in emergency weather events.”

This initiative is believed to be the largest of its kind in the United States, will help participating cities broadcast the message of flood awareness. By doing so, individual residents who have flood insurance could see a direct reduction in their premiums on a yearly basis. The MJPPI is funded by the John C. Allen Charitable Trust.

“We believe that with 11 active communities, and more to join in the immediate future, that this is the largest MJPPI in the United States,” said Chris Huch the MJPPI systems administrator. “The MJPPI will save taxpayer dollars by providing outreach not commonly available to individual communities.”

Through the Community Rating System, the savings for taxpayers with flood insurance totaled \$679,000 in Egg Harbor Township, \$1.2 million in Avalon Borough, \$1.7 million in Margate, \$1.8 million in Sea Isle City and \$3.6 million in Ocean City, among just some of the members of the coalition.

“The impact of making people aware of coastal flooding cannot be underestimated,” said meteorologist Dan Skeldon. “Nothing is more important than the safety of our residents in flooding events.”

The New Jersey Coastal Coalition is a 501c3 charitable trust organization incorporated in the State of New Jersey and has worked since 2013 on flood mitigation and the challenges faced by Jersey Shore communities on tidal, rainwater and coastal flooding.

“The coalition is a working think tank that assists municipalities on flood awareness. No taxpayer dollars are used by the NJ Coastal Coalition. Our services are free of charge,” said former Cape May Mayor Dr. Edward J. Mahaney, Jr. the coalition’s strategic planner. “The coalition works on specific projects with the goal of making New Jersey the most resilient state in the country.”

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MJPPI-1: Longport Mayor Nick Russo welcomes the New Jersey Coastal Coalition to Longport by kicking off the press conference Wednesday, May 2 at Borough Hall.

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MJPPI-2: Chris Huch the Multi-Jurisdictional Program for Public Information systems administrator explains the benefits to the communities that join Wednesday, May 2 at Longport Borough Hall.



MJPPI-3: Meteorologist Dan Skeldon explains the importance of spreading the flood awareness information through the New Jersey Coastal Coalition Wednesday, May 2 at Longport Borough Hall.



MJPPI-4: Former Cape May Mayor Dr. Edward J. Mahaney, Jr. says that the New Jersey Coastal Coalition is a working think tank to assist municipalities with flood awareness Wednesday, May 2 at Longport Borough Hall.

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5/8/2018

Coastal Coalition Announces Multi-city Flood Information System | Community | capemaycountyherald.com

[http://www.capemaycountyherald.com/community/article\\_aab23b4e-4ea4-11e8-88f3-e3c4d02f742c.html](http://www.capemaycountyherald.com/community/article_aab23b4e-4ea4-11e8-88f3-e3c4d02f742c.html)

## Coastal Coalition Announces Multi-city Flood Information System

Press Release May 3, 2018 Updated May 3, 2018



Meteorologist Dan Skeldon explains the importance of spreading the flood awareness information through the New Jersey Coastal Coalition Wed., May 2 at Longport Borough Hall.

LONGPORT – On May 2, the New Jersey Coastal Coalition announced an initiative to share flood awareness information and to help residents receive a reduction on their flood insurance premiums.

The Federal Emergency Management Agency has accepted the coalition's application to establish a Multi-Jurisdictional Program for Public Information to be used in the Community Rating System for member municipalities. The coalition held a press conference May 2 at Borough Hall to announce the acceptance.

[http://www.capemaycountyherald.com/community/article\\_aab23b4e-4ea4-11e8-88f3-e3c4d02f742c.html](http://www.capemaycountyherald.com/community/article_aab23b4e-4ea4-11e8-88f3-e3c4d02f742c.html)

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Coastal Coalition Announces Multi-city Flood Information System | Community | capemaycountyherald.com

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5/8/2018

NJ Coastal Coalition rolls out regional information campaign

By NANETTE LoBIONDO GALLOWAY



Longport Mayor Nicholas Russo welcomes the NJ Coastal Coalition.

LONGPORT – The New Jersey Coastal Coalition met with the media Wednesday, May 2 at Borough Hall to announce a multi-jurisdictional information campaign that can help residents prepare for coastal storms and save money on the cost of flood insurance.

The coalition, which currently includes 19 Atlantic and Cape May County coastal and mainland communities, including Atlantic City, Brigantine, Longport, Margate and Ventnor, was formed after Hurricane Sandy to mitigate flood damage from coastal storms. Other communities along the Delaware Bay and in Ocean County are interested in joining the coalition, according to the coalition's systems administrator, Chris Huch.

Each town has a public official and a member of the community on the committee, he said.

"We're not just targeting residents, but vacationers as well," he said.

"The coalition is a working think tank that assists municipalities on flood awareness former Cape May Mayor Edward J. Mahaney Jr. said.

The coalition's current information initiative is designed to educate property owners ahead of and during major events, as well as how to prepare for nuisance flooding.

The initiative is the largest in the nation and has been embraced by the Federal Emergency Management Agency, which has provided participating municipalities with credits toward the Community Rating System to reduce the cost of flood insurance.

"The coalition has worked for more than five years to inform the public of flood awareness," Longport Mayor Nicholas Russo said, noting that local government's top priority is public safety.

Participation in the Coastal Coalition has saved Margate City \$1.7 million in the cost of flood insurance. Nearby Ocean City saved \$3.6 million and Egg Harbor Township saved \$679,000,



NJ Coastal Coalition press conference Wednesday, May 2 at Longport Borough Hall.

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Huch said.

Consulting Meteorologist Dan Skeldon said the impact of coastal storms cannot be underestimated.

“It’s not just the wind, it’s tidal flooding, which is a year-round issue,” he said.



Consulting Meteorologist Dan Skeldon.

Skeldon said the coalition’s information campaign is designed to avoid hysteria and provide “hype-free” forecasting ahead of and during storms.

“Hurricane season is 28 days away. Now is the time to prepare,” he said.

In addition to providing FEMA with information needed to develop workable flood maps used for zoning, the coalition is collecting data in each participating

municipality about where nuisance flooding is a common occurrence.

The group, which is funded through the John C. Allen Charitable Trust, is currently working to erect webcams in each town to provide real-time visual data that can show where to make improvements.

A high-water mark initiative is already underway in Avalon and Longport. Stewart Farrell, director of the Coastal Research Center at Stockton University, is currently collecting data from pressure sensitive sensors placed in strategic locations that record the depth of street flooding from 1 inch to 1.5 feet.

“There have been 63 events since August (2017) in the streets. The biggest victims are vehicles,” he said.

Mahaney said 6-10 poles will be installed in several locations in each town to show high water marks, especially in vulnerable locations.

But it is communication through traditional media and on social media sites that will get the information to the public, Mahaney said.

The public information campaign will disseminate information through radio, television, and on social media sites, such as Facebook and Instagram. Some of the stakeholders in making the community more resilient, such as South Jersey Gas, which recently completed a system

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hardening project, Ocean First Bank and the local Boards of Realtors will also provide information to their customers.

"We need to get the word out to the younger generation," Mahaney said.

Local towns can assist by providing information on their websites.



Edward J. Mahaney Jr., former mayor of Cape May.

Longport includes resiliency information in every edition of its Town Topics newsletter, which is sent to all residents, Emergency Management Coordinator Bruce Funk said.

The spring edition includes information about how to prepare for hurricanes, the high-water initiative and the National Flood Insurance Program. It also includes information about how to apply for funding to elevate homes.

For more information, listen to coastal flooding discussions at <http://soundcloud.com/user-683824445>, visit [www.njcoastalcoalition.com](http://www.njcoastalcoalition.com) or like New Jersey Coastal Coalition on Facebook.

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May 6, 2018

### 15th annual Art Show benefits students at Special Services School

May 4, 2018

### Margate family honors son by recognizing Stockton writing tutor

May 4, 2018

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Coastal Coalition awareness program to help lower flood insurance costs | Breaking News | pressofatlanticcity.com

[http://www.pressofatlanticcity.com/news/breaking/coastal-coalition-awareness-program-to-help-lower-flood-insurance-costs/article\\_3432ffd0-52e9-552a-a9d6-f18d5eb73167.html](http://www.pressofatlanticcity.com/news/breaking/coastal-coalition-awareness-program-to-help-lower-flood-insurance-costs/article_3432ffd0-52e9-552a-a9d6-f18d5eb73167.html)

BREAKING

## Coastal Coalition awareness program to help lower flood insurance costs

MICHELLE BRUNETTI POST Staff Writer May 1, 2018



On April 16th 2018, Heavy rain caused flooding in Atlantic City. Images Texas Ave and Artic Ave.  
MS/sandkphoto Matthew Strabuk / Staff Photographer

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The New Jersey Coastal Coalition is creating a multi-town program for flood awareness to help lower flood insurance premiums for participating municipalities.

[http://www.pressofatlanticcity.com/news/breaking/coastal-coalition-awareness-program-to-help-lower-flood-insurance-costs/article\\_3432ffd0-52e9-552a-a9d6-f18d5eb73167.html](http://www.pressofatlanticcity.com/news/breaking/coastal-coalition-awareness-program-to-help-lower-flood-insurance-costs/article_3432ffd0-52e9-552a-a9d6-f18d5eb73167.html)

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Coastal Coalition awareness program to help lower flood insurance costs | Breaking News | pressofatlanticcity.com

The Federal Emergency Management Agency approved the coalition's plan to broadcast flood awareness information. It will be factored into premium discounts through FEMA's Community Rating System, the coalition said.

The coalition will announce details at a news conference at Longport Borough Hall at 10 a.m. Wednesday.

The coalition is a 501©3 charitable trust that has worked since 2013 on flood mitigation and the issues Jersey Shore communities face in tidal, rainwater and coastal flooding.

Speakers include Longport Mayor Nick Russo, Multi-Jurisdictional Program for Public Information Systems Administrator Chris Huch, coalition meteorologist Dan Skeldon and coalition strategic planner Edward J. Mahaney Jr.

— Staff Writer Michelle Brunetti Post

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A4 • WEDNESDAY, MAY 2, 2018

## Coastal Coalition program to help on flood insurance costs

The New Jersey Coastal Coalition is creating a multi-town program for flood awareness to help lower flood insurance premiums for participating municipalities.

The Federal Emergency Management Agency approved the coalition's plan to broadcast flood awareness information. It will be factored into premium discounts through FEMA's Community Rating System,

the coalition said.

The coalition will announce details at a news conference at Longport Borough Hall at 10 a.m. Wednesday.

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— Staff Writer Michelle Brunetti Post

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THE PRESS OF ATLANTIC CITY

## Coastal group to spread word on floods, storms

**MICHELLE BRUNETTI POST**  
Staff Writer

LONGPORT — Information to help people prepare for floods, and protect themselves and their property, should flow across municipal borders at least as easily as seawater.

So the New Jersey Coastal Coalition is taking a regional approach to public information, said its strategic planner and former Cape May City Mayor Edward J. Mahaney Jr. at a news conference Wednesday.

The nonprofit group, which formed to help communities in Cape May and Atlantic counties handle a variety of issues after Hurricane Sandy, has enlisted 11 municipalities to create what the federal government calls a Multi-Jurisdictional Program for Public Information.

Mahaney said it's the largest group effort of its kind in the country.

The group is creating a network of media and institutional partners, including The Press of Atlantic City, to disseminate educational materials and alerts about



**HUCH**

storms and possible floods. The goal is for year-round residents and visitors to be better prepared

before and after extreme weather events, to understand the flood insurance program and to avoid damage to lives and property, MJPPI Administrator Chris Huch said.

Huch said he expects the number of participating towns to increase with time.

Residents of towns that join will get a discount on their flood insurance bills, through a points tally in FEMA's Community Rating System.

"There are rewards for going above and beyond the requirements of the flood insurance program," Huch said.

Coalition Executive Director Tom Quirk said the MJPPI will help towns get 30 percent more outreach points in the Community Rating System. The program rewards group efforts, he said.

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